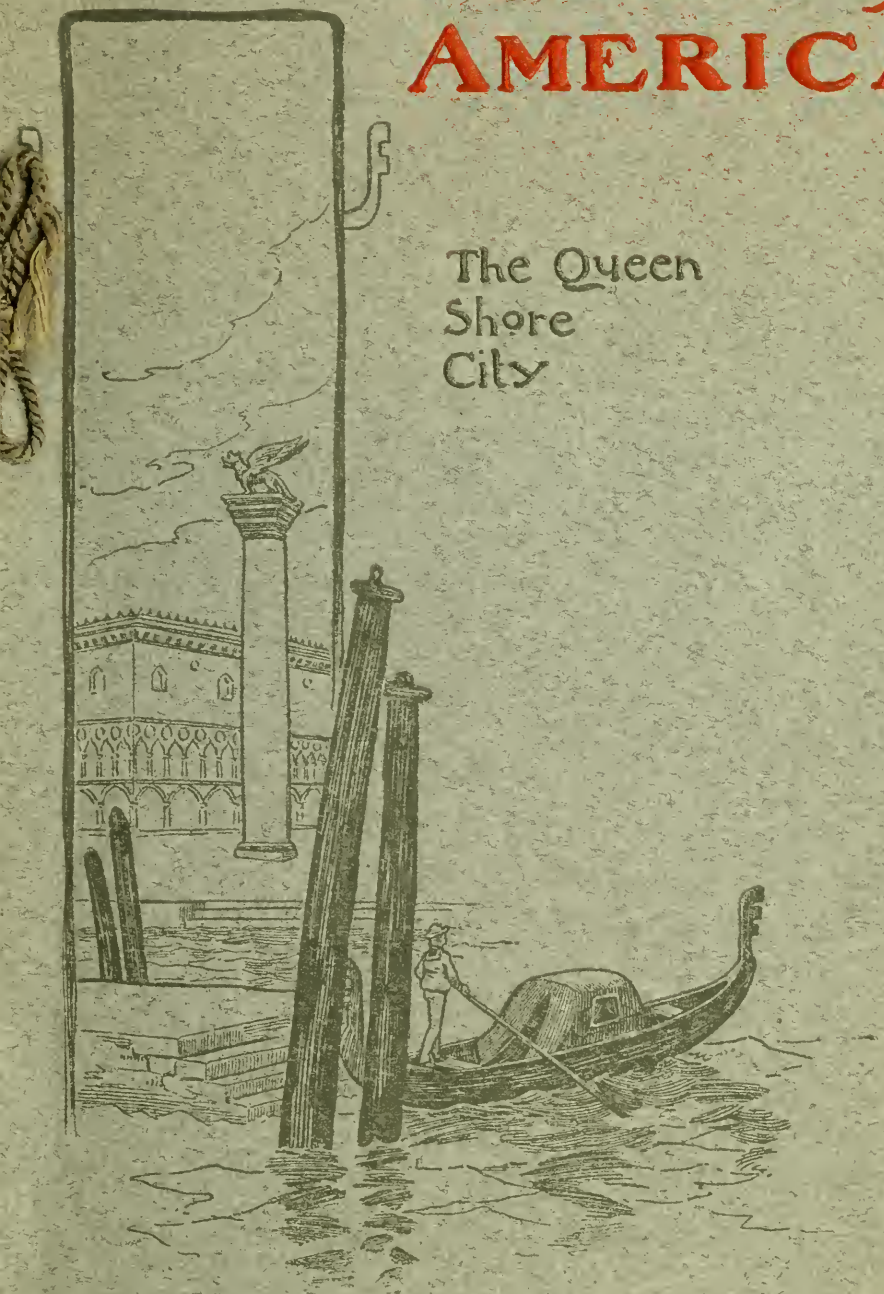
144
W4 W4
opy 1

WEST ATLANTIC

VENICE of AMERICA

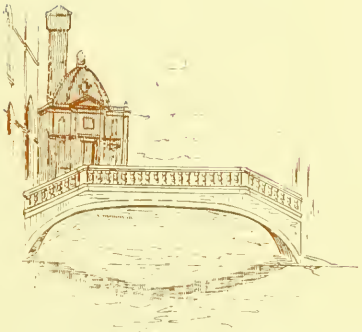
The Queen
Shore
City



WEST ATLANTIC
- VENICE -
of
AMERICA

THE QUEEN SHORE CITY

THE LIBRARY
OF CONGRESS



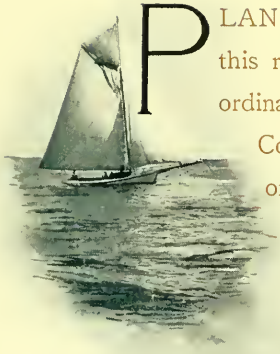
WEST ATLANTIC LAND Co
Atlantic City, N. J.

THE LIBRARY OF
CONGRESS,
TWO COPIES RECEIVED
APR. 26 1902
COPYRIGHT ENTRY
apr. 19-1902
CLASS a XXc. NO.
3125
COPY B.

WEEKS PHOTO ENG. CO.
PHILA.

THE LIBRARY
OF CONGRESS

COPYRIGHT 1902
BY WEST ATLANTIC LAND CO.
ATLANTIC CITY, N. J.



PLANS are already developing for this remarkable departure from the ordinary type of summer resort. Combining the romantic beauty of Venetian water ways with fine shaded streets and drives, guarded by wise restrictions that avoid ugly features in grounds and architecture, it will be an ideal home by the sea, protected from encroachment on residence sections by shops and business buildings and other similar conditions.

Experts in architecture, in structural engineering, and in landscape gardening, are engaged in carrying out these plans. The company in control furnishes, free of cost to home builders, a limited number of architectural plans, in order that the required artistic effects may be assured. They control over two miles of water front, and give also excellent streets, side

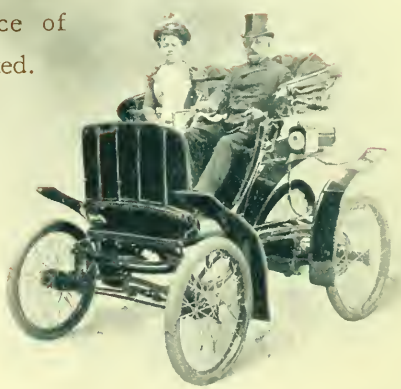
VIEW OF CANAL FRONTS

walks and parks. On the other hand, they expect from their patrons co-operation in the effort to establish a summer retreat where the recreations of sea-shore life may be enjoyed in quiet, and among exceptionally beautiful surroundings, free from the many objectionable features of the ordinary sea-shore resort, a home where each cottager may have his own boat landing at the foot of his garden, and where his sense of the fitness of things will not be disturbed by unsightly buildings, nor by crowds of excursionists.

The bustle, gaiety and diversion of Atlantic City can be reached in ten minutes by rail. Trains run frequently between the two points both on the Pennsylvania and on the Reading Railroads. The golf-links at Northfield can also be reached in about the same length of time.

How it Originated.

We are often asked how this Venice of America originated. Probably every one who has visited the Queen City of the Adriatic has wished in his heart that America



could furnish something that would combine the water-life of ancient Venice with the conveniences and accessibility of our leading shore resorts. Perhaps most have felt this an impossible ideal—that in America the thing could not be done; that if attempted it would be swamped by the excursionists, the saloon and the fakir.

The secretary of our Company, while in Venice, realized the difficulties attending such an undertaking, and has spent much time in solving the problem.

The difficulties might be classed thus:

1. A water site with large lagoon (or bay of salt water) and land lending itself to the canal idea so that each householder may board gondola or boat from his own courtyard, and spend all his time, if he so wishes, upon the water, rowing, sailing, fishing, etc.

2. A site that would also admit of streets and land transportation, so that the American Venice might not suffer, as does that ancient city, from the absence of the horse and of the automobile.

THE GATE

3. Convenient railroads and trolleys, to assure accessibility and efficient transportation of household supplies.

4. Reasonable nearness to the great business centres, so that the business man need not lay down his work, and yet may spend the evening with his family on the water.

5. Immediate access to the outside breakers, as at the Lido of Venice, for surf bathing, when desired.

6. A management such as would secure harmonious (not uniform) effects in architecture and landscape, with wise (not tyrannous) restrictions to shut out the saloon (not the hotel), the fakir, and the horde of one-day excursionists.

How these Difficulties are Met.

1. Stretching away to the south is a large bay five miles long and four miles in width, connected by grand canals one hundred feet wide, with inlets from the ocean ; to north and south, a lagoon separated from the surf by its Lido, Absecon Beach. The prevailing southerly breezes come in cooled, and carrying the salty aroma of the Atlantic. Along the whole northern side of this lagoon stretches the two-mile front of this American Venice. Individual canals eighty feet wide stretch to the north, and abut on the gardens of the individual homes, affording individual landings that are entirely smooth and protected, with moorage for private boats.

Along the main water front a broad esplanade, with curving contour, having sheltered seats, pavilion, and a pier extending into the lagoon.

2. A particular element in the advantages of this site is the feasibility of streets such as do not exist in Venice itself. Midway between these

HOTEL VENICE

individual canals, streets run down to the main water front on the lagoon. While a wide and long avenue crosses these well back from the bay and connects on the west with the great shore road of the Jersey coast, giving solid road-bed for bicycle, automobile or horse, up and down the coast as far as New York City, and across the State to Philadelphia, as well as immediate transit to Atlantic City, and the surf, on the east.

3. Immediate connection with the outside world is secured by means of the Pennsylvania and the Reading Railroads, both of which touch here, as will the Philadelphia and Atlantic City trolley line.

Surf bathing on the beach

4. In time, we are seventy minutes from Philadelphia, three hours and ten minutes from New York.

5. The surf at Atlantic City beach is but ten minutes distant, and trains run at all hours, making surf bathing much more convenient than it is at Venice.

6. The restrictions set by the management are not aimed to crush originality and a legitimate freedom; rather to protect the property owner in such freedom. The saloon is prohibited, but an elegant and commodious hotel is projected. The prevailing architecture is South European, particularly the Spanish, because of its projecting eaves and balconies, large windows and light walls. At the average summer resort the visitor finds the walk to the beach, down glaring,

The Golf Links.

A CANAL GARDEN

shadeless streets—a rather disagreeable experience. Here it is preferred to build these houses close to the side walk, so as to secure grateful shade for the pedestrian, and also to leave the large private court, or garden, in the rear of the cottage, between it and the canal.

7. Expense: The ground rates will be less than one-quarter their cost in Atlantic City. The buildings, if one so chooses, may be very inexpensive. Good taste is the standard—not expense. The entire property, including lot, buildings and garden, need not cost more than $3,000.

The Company controls the whole Northern shore of the bay, stretching back to the railroad. The opportunity can not be duplicated.

WEST ATLANTIC LAND CO.

31 Law Building,
Atlantic City, N. J.

HARVEY J. SHUMWAY,
Secretary and Treasurer.

LIBRARY OF CONGRESS
0 014 207 856 9